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## TRANSMITTAL LETTER

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

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AUG 01 2002

Technology Center 2600

RE: Attorney Docket No.: CAT/29US-SCRO CO3

Application Serial No.: 09/756,788

Filed: 01/10/01

Title: SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS  
AND INCENTIVES TO CUSTOMERS THROUGH A  
COMPUTER NETWORK

Inventor: MICHAEL C. SCROGGIE, et al.

Group Art Unit: 2761

Examiner: UNKNOWN

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AUG 02 2002

GROUP 3600

SIR:

Attached hereto for filing are the following papers:

### REVOCATION AND NEW POWER OF ATTORNEY

### 37 CFR 1.333(A) SPECIFICATION OF CORRESPONDENCE ADDRESS

Our check in the amount of \$0.00 is attached covering the required fees.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-2106.



31518

PATENT TRADEMARK OFFICE

7/29/02

Date

Richard A. Neifeld, Ph.D.  
Registration No. 35,299  
Attorney of Record

DOCKET NO. CAT/29US-SCRO CO3



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AUG 01 2002

Technology Center 2600

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:  
MICHAEL C. SCROGGIE, et al.

:EXAMINER: UNKNOWN

SERIAL NO: 09/756,788

FILED: 01/10/01

:GROUP ART UNIT: 2761

TITLE: SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND  
INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK

**REVOCATION AND NEW POWER OF ATTORNEY**

I hereby revoke all prior powers of attorney and appoint Richard A. Neifeld, Registration No. 35,299; Irina Zemel, Registration No. 43,402; and Ruay Ho, Registration No. 48,110 attorneys of record in this application. I request that all correspondence be sent to the firm of NEIFELD IP LAW, P.C. whose post office address is: 2001 Jefferson Davis Highway, Suite 1001, Arlington, Virginia 22202, whose PTO address code is 31518, and corresponding bar code is:



31518

PATENT TRADEMARK OFFICE

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PATENT TRADEMARK OFFICE

**CERTIFICATION UNDER 37 C.F.R. 3.73(b)**

I, the undersigned, certify that I am an individual empowered to act on behalf of SuperMarkets Online, Inc., the legal assignee of the entire right, title and interest of the above-identified application by virtue of assignments from the inventors recorded at the following reel/frame numbers 009971/0241. I have reviewed the assignment documents, and I know that ownership of this application is vested in SuperMarkets Online, Inc.

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I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

I am authorized to act on behalf of SuperMarkets Online, Inc.

Date: 7/17/02

Signature:   
Printed Name: Leah Miele  
Title: Secretary,  
SuperMarkets Online, Inc.

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NEIFELD Docket No.: CAT/29US-SCRO CO3

IN THE UNITED STATES PATENT & TRADEMARK OFFICE Technology Center 2600

IN RE APPLICATION OF:  
MICHAEL C. SCROGGIE, et al.

GROUP ART UNIT: 2761

SERIAL NO.: 09/756,788

EXAMINER: UNKNOWN

FILED: 01/10/01

FOR: SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES  
TO CUSTOMERS THROUGH A COMPUTER NETWORK

Assistant Commissioner for Patents  
Washington, D.C. 20231

37 CFR 1.33(a) SPECIFICATION OF CORRESPONDENCE ADDRESS

Send all correspondence in this application to:

Neifeld IP Law, PC  
2001 Jefferson Davis Highway, Suite 1001  
Arlington, VA 22202



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PATENT TRADEMARK OFFICE

7/29/02

Date

Respectfully Submitted,

Richard A. Neifeld, Ph.D.  
Registration No. 35,299  
Attorney of Record

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